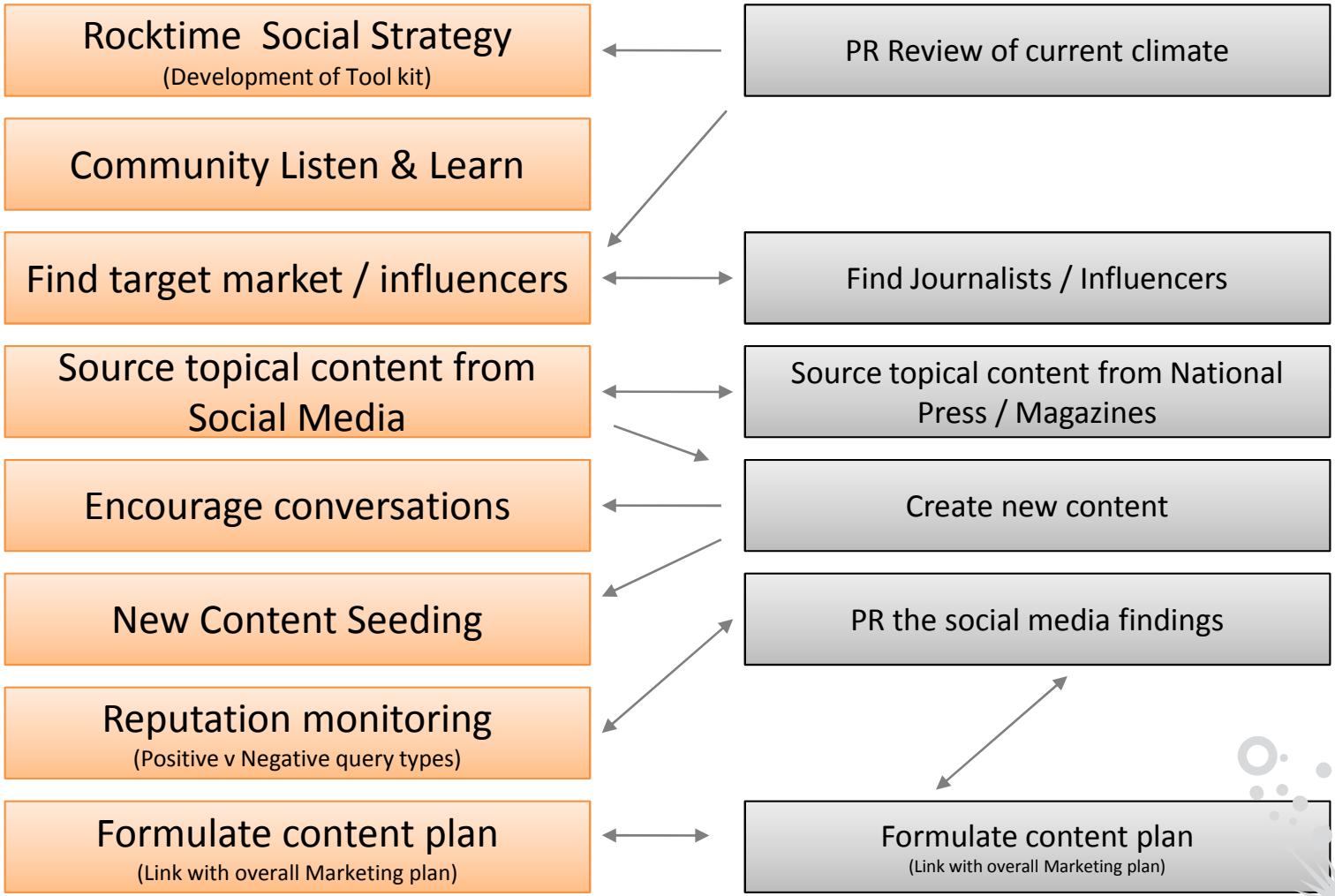
How we align our Social Media Strategies with PR agencies and Internal PR teams



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